

Application for projects over \$500

Organization Name Kalispell Convention & Visitor Bureau

Project Name Consumer Marketing – Travel Show Calgary Outdoor

Application Completed by Diane Medler

Approval Requested

 X Final

 Preliminary

The KCVB will be attending the **Calgary Outdoor & Adventure Show** March 22-23, 2014. This travel show is located in one of Kalispell's target markets and allows us to educate potential visitors about our destination including the variety of outdoor recreation available and close driving distance to Calgary. Kalispell visitor guides and other promotional material will be distributed and a drawing will be used to collect opt-in leads. The KCVB has attended this show in the past and received a high return on investment.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase Kalispell CVB opt-in subscriber base by 1,000 individuals
- Increase unique visitors to DiscoverKalispell.com by 10% over FY'13
- Promote Kalispell at 3 consumer travel shows in key markets

Refer to the portions of your marketing plan, which support this project.

This project supports our goal and mission to increase awareness of Kalispell as a travel destination, drive inquiries and increase visitations during shoulder seasons, promote the affordable variety of lodging, dining and activities found in Kalispell and promote our signature events. Enables us to communicate our amenities and attractions and promote packages and events to a highly targeted audience.

How does this project support the Strategic Plan?

This project will support the 2013-2017 Montana Tourism and Recreation Strategic Plan once completed.

Detail pages attached No

Budget page attached Yes

KCVB PROJECT BUDGET FY 14 CONSUMER MARKETING TRAVEL SHOW Calgary Outdoor & Adventure Show

	State Tourism Funds		Other Funds		Total
MARKETING/ADVERTISING:					
Booth rental	\$1,400	+	\$0	=	\$1,400
Miscellaneous/parking	\$100	+	\$0	=	\$100
TOTAL	\$1,500	+	\$0		\$1,500
REGION/CVB	PROJECT TOTAL		\$1,500	+	\$0
					\$1,500